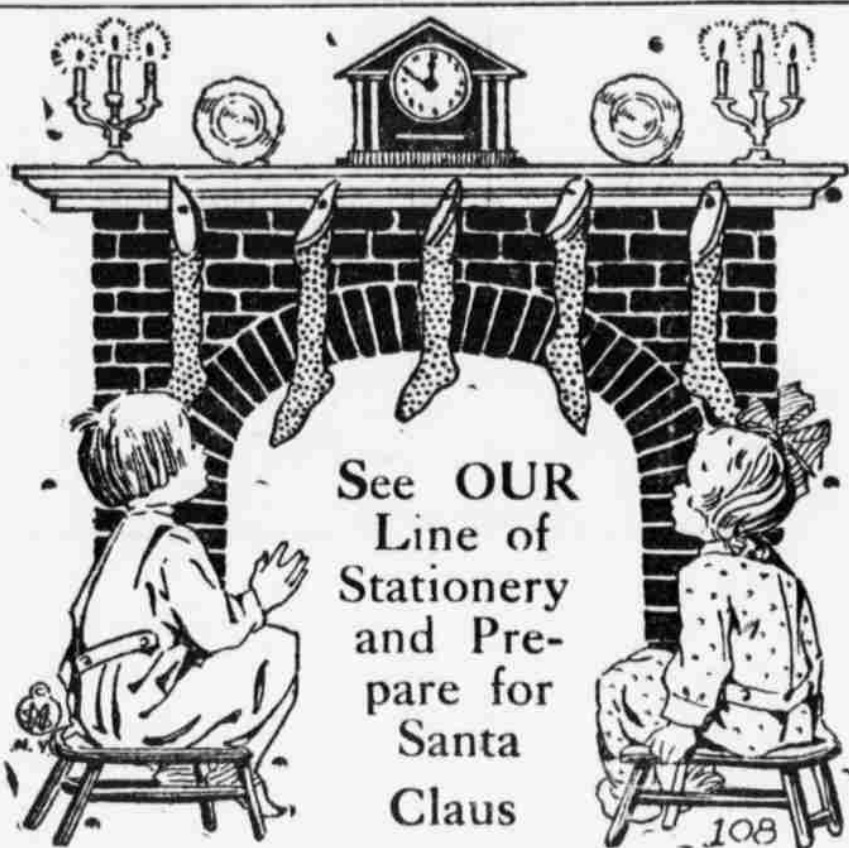


# For Your Baby. The Signature of *Chas. H. Fletcher.* is the only guarantee that you have the **Genuine CASTORIA**

prepared by him for over 30 years.  
**YOU'LL give YOUR baby the BEST**  
Your Physician Knows Fletcher's Castoria.  
Sold only in one size bottle, never in bulk  
or otherwise; to protect the  
babies.

The Centaur Company. *Chas. H. Fletcher* Pres.



**Herald Publishing Co.**

Hundreds of Boys and Girls from all over the Country, including  
**THE GREAT NORTHWEST,**  
come to us each year for business training. Write for our beautiful catalog.  
**NEBRASKA SCHOOL OF BUSINESS**  
Lincoln, Nebraska.

**WE WANT  
YOUR HIDES-FURS-PELTS**

We buy outright and pay Highest Prices, or we tan and make them into Garments, Robes or Leather. Our new tannery now in full operation. Added facilities insure better work, quicker service. Ship us your hides and save the middleman's profit yourself. We guarantee highest prices for raw hides and furs and make lowest prices for tanning and garment making. We do taxidermy and repair work. Reference any bank in city. Come in and see us.

**OMAHA ROBE & TANNING CO.,**  
405 No. 27th Street, South Omaha, Nebr.

## Sunshine Parties

are every day affairs in the South in the Winter time—for when blizzards, slush and snow are quite the fashion in the North, balmy breezes, sunny skies, moonlit bays and tropical flowers are the fashion in the South. And, those who pack their grips and go South at this time reap rich rewards in health dividends and delightful recreation, and return, realizing more than ever before, the real value of a winter in that romantic, historic and beautiful land South of the Mason and Dixon line.

The cost is low—perhaps not as much as you thought it would be. Come in and let's talk it over.



**J. Kridelbaugh,**  
TICKET AGENT

## HOW THE RED CROSS SEAL ORIGINATED.

Anti-tuberculosis Workers After \$750,000 Fund.

Nearly \$2,500,000 has been raised by Red Cross Christmas Seals in the last seven years, and yet many people who will buy these holiday stickers at this eighth annual sale do not know how the charity stamp idea originated.

It was war that brought forth the charity stamp—our Civil war of '61 to '65. Some of your grandmothers first played "post office" with stickers similar to Red Cross Seals 'way back in 1862, when they conceived the idea of selling stamps at fairs for the benefit of the relief funds for the soldiers' hospitals in Brooklyn, Boston and elsewhere. Nearly \$1,000,000 was raised in this way before 1865. After the war this method of raising money was discontinued in this country for a generation, although it found vogue in Portugal, Switzerland, Austria, France, Spain, Denmark, Norway, Russia, Sweden and other European countries. There are now several thousands of different types of charity stamps used in all parts of the world, as many as forty being used in Austria for children's hospitals alone.

Stamps or seals were first used to get money for the anti-tuberculosis crusade in Norway and Sweden in 1904. To Jacob Rills, the well known social worker of New York, and to Miss Emily P. Russell, the energetic secretary of the Delaware Red Cross, jointly belong the honor of originating our American Red Cross Christmas seal. In 1907 Mr. Rills' interest was aroused by the receipt of a Christmas tuberculosis stamp on a letter from Norway. He published an article about this queer looking stamp in the Outlook and suggested some possible uses for it in this country. Miss Russell at once saw an opportunity here and prepared a stamp, from the sale of which her society realized \$3,000 for tuberculosis work. So impressed was she with this success that she induced the American Red Cross to take up the sale in 1908 on a national basis. With very little organization and with hardly any attempt at careful advertising the sale that year brought in over \$135,000 for anti-tuberculosis work in various parts of the United States. In 1909, with more thorough organization, the sale was increased to \$250,000, in 1910 to nearly \$310,000, in 1911 to over \$330,000 and in 1912 to over \$400,000. In 1913 the sale was increased to nearly \$450,000, and last year, in spite of war and hard times, 22 per cent more, or \$550,000 seals were sold, totaling \$550,000 for the anti-tuberculosis war.

## OPEN AIR SCHOOLS AND RED CROSS SEALS.

Institutions Where Children Are Treated and Taught at Same Time.

"Say, teacher, how sick's a feller got ter be ter get in this 'ere open air school?" This was a greeting to one of the teachers at the Elizabeth McCormick Open Air School in Chicago the other day by a puny little fellow who had been envying the sick kiddies the good time they were having at studying, working, sleeping and playing all in the open air.

Open air schools to the number of nearly 500 are now maintained all over the United States. Some of them this winter in the northern states will hold sessions when the thermometer is down to zero or below. Others will enjoy the balmy winds of Southern California, Louisiana or Alabama.

In the open air school movement Red Cross Seals have played and are still playing an important part. The seal money, through the Anti-Tuberculosis societies, has been the means for experimenting and convincing the hard-headed school boards of the wisdom of the plan and also for providing food, clothing and special nursing care which the public funds could not furnish. Red Cross Seals are among the children's truest friends.

## RED CROSS SEALS HELP AND PROTECT.

Christmas Messenger. Work the Year Around For Tuberculosis Sufferers.

How Red Cross Christmas Seals not only bring comfort, but provide safety and protection for those who haven't tuberculosis, is illustrated by a story which reached headquarters today.

Working as a compositor in a small newspaper office in an Indiana city, she fell a victim to tuberculosis through some one's carelessness. She was only nineteen and the sole breadwinner for a little family group which consisted of herself and her grandparents. Her fellow workers noticed that her cough became chronic and that day by day she grew thinner and thinner, but she never confided her troubles to any one. She just "kept on the job." Through an unknown channel the King's Daughters learned of the case, and investigation proved that the girl slept at night on a pallet laid on three chairs so that she could be near the two old people whom she was supporting.

Physicians pronounced her case hopeless, and she was refused admittance to the state sanatorium for early cases for this reason. She knew little about the danger of spreading the disease to others until recently, but she is now being cared for at home through Red Cross Seal funds and is taking the recognized precautions to prevent her infection from spreading to others.

## DRINK MORE WATER IF KIDNEYS BOTHER

Eat less meat and take Salts for Back-ache or Bladder trouble—Neutralizes acids.

Uric acid in meat excites the kidneys, they become overworked; get sluggish, ache, and feel like lumps of lead. The urine becomes cloudy; the bladder is irritated, and you may be obliged to seek relief two or three times during the night. When the kidneys clog you must help them flush off the body's urinous waste or you'll be a real sick person shortly. At first you feel a dull misery in the kidney region, you suffer from backache, sick headache, dizziness, stomach gets sour, tongue coated and you feel rheumatic twinges when the weather is bad. Eat less meat, drink lots of water; get from any pharmacist four ounces of Jad Salts; take a tablespoonful in a glass of water before breakfast for a few days and your kidneys will then act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to clean clogged kidneys and stimulate them to normal activity, also to neutralize the acids in urine, so it is no longer a source of irritation, thus ending bladder weakness.

Jad Salts is inexpensive, cannot injure; makes a delightful effervescent lithia-water drink which everyone should take now and then to keep the kidneys clean and active. Druggists here say they sell lots of Jad Salts to folks who believe in overcoming kidney trouble while it is only trouble.

## A LITTLE TALK ON ADVERTISING

In the Christmas number of a national weekly publication will be a two-page advertisement of the Prudential insurance company. For this space that insurance company will pay just \$10,000, and for one issue. Now listen to that man who doesn't believe in advertising say, "Oh, well, let them spend their money foolishly. I'll keep mine in my pocket."

But, Mister Man, do you think you know all there is to know about advertising? Do you think for one minute that the Prudential insurance company has \$10,000 that they want to "throw to the birds" any more than you have \$100 that you want to put to the same purpose? Well, hardly. When this or any other insurance company puts that large amount into one advertisement, they figure it will not cost them more than 5 per cent of the increase in business caused by it.

Big businesses that spend thousands of dollars annually for advertising don't figure this as an expense—it's an investment that yields big returns. With hundreds of strong insurance companies in the field, one would be inclined to think such an expenditure for advertising was unwarranted and that it would not bring all the returns to the company doing the advertising. Sure it will help all the insurance companies in the field somewhat, but it will help the Prudential most.

If an insurance company feels justified in spending \$10,000 for an advertisement in a paper of national circulation one week, should the local merchant hesitate to spend five or six dollars a week for CONCENTRATED circulation? There are few people who read papers that do not know of the existence of the Prudential insurance company, but does this company say, "No, I don't want to advertise. Everybody knows me and knows what I sell." You can bet your bottom dollar they don't think of it this way. They know that in this age success comes to the man or firm that hustles, and that's why they keep on hustling.

## Laughter Aids Digestion

Laughter is one of the most healthful exertions; it is of great help to digestion. A still more effectual help is a dose of Chamberlain's Tablets. If you should be troubled with indigestion give them a trial. They only cost a quarter. Obtainable everywhere. Adv—Dec

## "TIZ" FOR TIRED SORE, ACHING FEET

Ah! what relief. No more tired feet; no more burning feet, swollen, bad smelling, sweaty feet. No more pain in corns, calluses or bunions. No matter what ails your feet or what under the sun you've tried without getting relief, just use "TIZ."

"TIZ" draws out all the poisonous exudations which puff up the feet; "TIZ" is magic; "TIZ" is "TIZ" is "TIZ" cures your foot troubles so you never limp or draw up your face in pain. Your shoes won't seem tight and your feet will never, never hurt or get sore, swollen or tired. Get a 25 cent box at any drug or department store, and get relief.



## Save Money on Your Coal

### Use Colorado Nut and Lump

For genuine economy, Colorado Nut and Colorado Lump can't be beat. They possess so many distinctive features that you will see as soon as you use them WHY they are better for both heating and cook stoves.

**FREE FROM SOOT, FREE FROM CLINKERS,  
LESS ASH, LASTS LONGER, QUICK IGNITION,  
LESS DUST, WELL SCREENED**

There is a combination of features that are found in very few coals, no matter where they come from nor how much they cost. In addition, Colorado coal makes a hotter fire, and HOLDS FIRE longer.

**Nut \$8.25 Lump \$8.50**

Feed, Ice, Kerosene, Gasoline and Lubricating Oils

Phone 5

**VAUGHAN & SON**

## ILER GRAND HOTEL

16th and Howard Streets OMAHA, NEBR.  
All Stockmen know this Hotel—Most of them stop with us  
**Well Located Always Comfortable**  
South Omaha Cars Pass Our Door  
**RATES: \$1.00 to \$2.00 Single; 75 cts. to \$1.50 Double**  
Try us once under the new management  
You will come again  
Harry Ryan still in charge of the Bar  
Popular Priced Cafe P. W. MIKESELL, Prop.  
A half dozen fine Bone Tipped Corn Cob Pipes, symbols of the comfort we furnish, mailed to you **FREE OF ALL CHARGE**, if you send us this add with your address



## DYE & OWENS Transfer Line

HOUSEHOLD GOODS  
moved promptly, and  
Transfer Work solicited.

Dray Phone 54

Residence phone 636 and Blue 574

## Garland's Cab Service

All calls promptly attended to  
day or night.

Leave orders at Alliance Hotel  
or Phone—Day, Red 72. Night, Black 388

**W. C. Garland,**  
Proprietor.

## COMBINATION ACCORDION PLEATED SKIRT

With alternate groups of Three 1-inch Box Pleats—Groups of 12 Accordion Pleats.

Above skirt should be prepared from straight width of goods and should not be cut gored at top. Allow two inches for the hem and two inches for shrinkage on each width of goods used. Material should measure three yards around bottom before pleating. Price \$2.50 for pleating only. All wool or all silk goods hold pleat best. Avoid cotton mixtures.

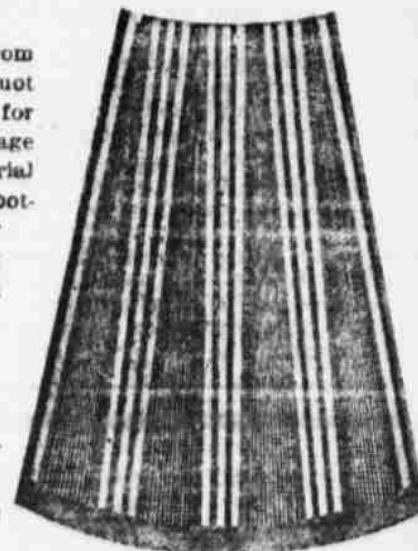
SEND YOUR GOODS.

ORDERS FILLED PROMPTLY.  
WATCH FOR OTHER MODELS.

Everything in Pleating, Covered Buttons, Hemstitching, Picot Edging. Send for free price lists.

**THE IDEAL BUTTON & PLEATING CO.**

107-109-111 So. 16th St.  
OMAHA, NEBRASKA



## WE RELIEVE EYE DEFECTS

The relieving of some unusual eye defect is our specialty. Optics is our constant study. We give each patient our earnest, personal attention and take an interest in every case. That which enters into our practice is a powerful factor to our success. Do you think we could slight a case in the slightest detail without placing our reputation at stake? If you have cause to think there might be some defect in your eyes, consult us.

**DRAKE & DRAKE**

OPTOMETRISTS  
Over Lotspesch's Variety Store

